

MINUTES
Crested Butte Town Council
Regular Council Meeting
October 15, 2012
Council Chambers, Crested Butte Town Hall

Mayor Aaron Huckstep called the meeting to order at 7:00PM. Councilmembers present: Roland Mason, David Owen, John Wirsing, Glenn Michel, and Jim Schmidt. Staff present: Town Manager Susan Parker, Acting Town Clerk Lynelle Stanford, Town Attorney John Belkin, Parks and Recreation Director Jake Jones, Public Works Director Rodney Due (for part of the meeting), Director of Planning and Community Development John Hess (for part of the meeting), and Finance Director Lois Rozman (for part of the meeting).

APPROVAL OF AGENDA

Jake Jones requested "and Cat Barn Lease Amendment", under section 5, New Business, Part E: "Review and Possible Action Regarding the Nordic Center Warming House Lease and Cat Barn Lease Amendment," be eliminated from the agenda.

Schmidt moved and Mason seconded to approve the amended agenda. A roll call vote was taken with all voting "Yes." **Motion passed unanimously.**

CONSENT AGENDA

A) Approval of Minutes of October 1, 2012 Regular Council Meeting

Schmidt moved and Wirsing seconded to approve the Consent Agenda. A roll call vote was taken with all voting "Yes." **Motion passed unanimously.**

PUBLIC COMMENTS

None

STAFF UPDATES

Rodney Due:

- The water tank project is moving along. This week the water testing and super chlorinating will take place and will be completed within a month.
- The extension of 8th Street is completed under budget and on time. Due stated it was under budget by a couple of thousand dollars. He reported that in the end, the project went well.

Jake Jones:

- Reported the parks and Elk Avenue will look different with the changing of the seasons. Benches and bike racks are going in for the season. The department will be starting with painting and repairs.
- Reminded the Council that GOCO will be in Crested Butte this week for a board meeting. On Wednesday night, there is a BBQ at Rainbow Park at 5:00PM.

John Hess :

- Asked the Council if they had any questions on the conservation easement report included in packet. There were no questions.

- Hess posed a question to the Council regarding the deed restriction guidelines at Poverty Gulch Condominiums. Schmidt recused himself since he is a property owner at Poverty Gulch Condominiums. Hess said that the deed restriction guidelines for Poverty Gulch should be like Red Lady Estates. He asked if the staff should prepare an ordinance to make changes to the guidelines. The changes would take effect after the owners sign a document showing they agree with it. This topic was added to the agenda for the next meeting under New Business.

Lois Rozman:

- The Clerk's Office issued a temporary liquor license to the Bacchanale.
- Reminded the Council of a budget work session next Monday night.

Susan Parker:

- Met with Gail Digate from the Community Foundation of the Gunnison Valley.
- As of 6:00PM on Saturday, the last phone interview was conducted for the Town Clerk position. Parker will have face to face and panel interviews completed by the end of the week.

NEW BUSINESS

A) Tourism Authority (TA) Quarterly Report

Outgoing Executive Director of the Tourism Authority, Jane Chaney, introduced the incoming Executive Director, Pamela Loughman, and Board Members, Wanda Bearth (President) and Carolyn Riggs (Vice President). Chaney explained they were working through a six week transition period between the Executive Directors.

Schmidt questioned Chaney on the work plan and why in winter, traditional markets from Oklahoma and Kansas, are not in the focus. Chaney answered the TA aligns with CBMR's top seven. Chaney claimed the TA reaches everyone who is a skier in the United States. Secondly, Schmidt questioned why Chaney's report mentioned ice skating but not hockey. Chaney replied that hockey is a league sport. Hockey is very niche driven and has not necessarily been on the TA's radar. Schmidt also asked Chaney on what the TA's focus is for winter versus summer marketing. Chaney said they are treated as four separate seasons (not 25% across the board), although winter is closer to 28% to 29%.

Huckstep asked Chaney how many seats were booked through TA's website compared to American Airlines. Chaney said 85% of bookings come through other channels; only 15% of disembarking passengers have booked through the TA. More local people than tourists use TA's website to buy airline tickets. Huckstep said he would like to know how they determine the effectiveness of certain ad runs and how they determine if ads are effective. Huckstep said there was a lot of information on how to interpret data, but he wanted to know how they determine if the ads are a good use of the TA's money. Chaney answered there were several ways to measure such as monthly phone call volume. Huckstep countered that was down by 30%. Chaney said Honeycomb catches unique source codes which tie back to the ad which ties back to the cost. Source codes tell them exactly what ad it was and when it was launched. They know the cost per click by measuring click through rates. Huckstep asked, "Can you tell me the top 10 ads?" Chaney said Google Analytics will show the highest performing advertising.

Chaney presented many different measurements for the outcomes of the TA's advertising and programs. She was questioned by the Council regarding an error in the calculation of lodging tax revenue. Huckstep said the 6% increase shown in the TA's report is really a 6% decrease. The 3.28% LMD revenue increase indicates success, but actual lodging revenue is down 6% year to date. Chaney

responded the mistake was caused by an Excel formula error that will be fixed immediately. She said they get so much data, and the reality from the LMD revenue side shows it to be up 3.28%. They received the LMD tax number from the County Finance Office. Chaney said they cannot follow the LMD tax in real time; it is all over the board. Chaney said that Loughman will report back to the Council on the TA's 2013 work plans.

B) Discussion and Possible Action Regarding Irwin Snow Cat Permit

Staff recommended approval to Irwin's permit request to run the Tucker snow cat in Town, on Bellevue Avenue, over to Scarp's Ridge Lodge on 2nd Street. Alan Bernholtz, General Manager of Irwin, proposed the same route as last year. However, he indicated the snow cat does not need to go all the way to Sopris Avenue; they will pull into the alley and turn back out. There was discussion of damage their snow cat caused to the street in Town and how the repairs were completed as recently as the past month. Bernholtz assured the Council that the damage was caused by a metal tracked snow cat when it was backed off from a truck. The Tucker snow cat cannot do that same damage because it has a rubber track.

Owen questioned if Irwin's was an annual permit. Bernholtz asked that until there is a route change, to approve the permit administratively without having to go through the Council. This type of change would require a change to the code. Huckstep stated the permit could be on the Consent Agenda in future years.

Schmidt moved and Wirsing seconded to approve Irwin's snow cat permit with the amended route. A roll call vote was taken with all voting, "Yes." **Motion passed unanimously.**

C) Discussion and Possible Action Regarding Community Grant Awards

Grant requests from Office for Resource Efficiency, The Songwriters Festival, Rocky Mountain Biological Laboratory, the Bartender's Association, and Coal Creek Watershed were discussed. The focus of discussion for these groups was budget cycle timing, overall funding abilities of the organizations themselves, and if the Community Grant Fund was the proper funding source. The primary discussion centered on the Chamber's and the Nordic Center's grant requests. The Chamber requested \$7,500 for their Butte Bucks program. Their request is for the 2012/2013 holiday season, and there were questions from the Council if the funds were being used in the year they were intended. The Council also questioned if it is a promotion for locals to buy locally or if the idea is to get more people to come into Town to spend money. Wirsing mentioned that the limit to the number of Butte Bucks one could purchase daily seemed to stretch out the program, and the promotion reached more people. Dan Marshall, Executive Director of the Chamber, said they are moving forward with little to no data. The Butte Bucks program targets locals. But, it is taking place during Ski Free, so they hope to reach visitors, too. He said they would also advertise in Gunnison. After discussion by the Council on which budget year this request should fall under, the Council awarded \$6,000 from the 2012 Service Grants to the Chamber.

The Nordic Center's grant request was for \$5,000. There was discussion if this request should come from the Community Grant Fund or if it should become a permanent line item in the Parks and Recreation budget. Jones stated that he is fundamentally in favor of free Nordic skiing being an amenity, but if it is added to his department's budget, something else has to be taken away. Parker commented that the Town is trying to get away from hiring competing services with what they do

internally. It was determined that \$3,000 would be awarded to the Nordic Center. \$3,000 will come from the Community Grant Fund this year, but with the understanding that this does not make it a permanently funded item until it becomes a line item in the budget.

Owen moved and Schmidt seconded a motion to approve Community Grant requests as laid out in the town council packets with the changes as discussed. A roll call vote was taken with all voting, "Yes."

Motion passed unanimously.

D) Request for an Exemption from the Eligibility Qualifications of the Paradise Park Affordable Housing Amended Guidelines

A staff report from Hess recommended the Council approve the amendment which would allow Linda Carr to continue living in and own the unit located at Block 77, Tract 4, Unit A, Paradise Park Subdivision (818 A Teocalli Ave). Parker reminded the Council that the change is contingent on USDA loan approval, but Hess said that if the USDA loan does not work out, the resident would be eligible for another type of loan. Michel said that this is a situation when there should be an exception. Owen confirmed that in this situation, the ownership of the property will be moved from the resident's son's name to her own name. The exemption granted by the Council would only apply to this resident, not to a new owner if the property is sold. If the property is sold, the new owner must comply with the Eligibility Qualifications of the Paradise Park Affordable Housing Guidelines.

Schmidt moved and Wirsing seconded that the Council grant an exemption from the Eligibility Qualifications of the Guidelines, Rules, Requirements, and Administrative Procedures Governing Affordable Housing in Blocks 77 and 78 of the Paradise Park Affordable Housing Subdivision, Town of Crested Butte. A roll call vote was taken with all voting, "Yes." **Motion passed unanimously.**

E) Review and Possible Action Regarding the Nordic Center Warming House Lease and Cat Barn Lease Amendment

The Cat Barn Lease Amendment was removed from the agenda.

Included in the packets, there was a staff report from Jones, which included the final draft of the contract between the Town and the Nordic Center. The old lease document was from 2001; it has been memorialized into a modern lease document. Jones explained the lease was a collaborative process between the Town and the Nordic Center, so there should not be any objections from either party. Owen commented it was a good lease contract.

Schmidt moved and Mason seconded a motion to approve the Nordic Center Warming House lease agreement as drafted. A roll call vote was taken with all voting, "Yes." **Motion passed unanimously.**

COUNCIL REPORTS AND COMMITTEE UPDATES

Mason :

- Attended a Mountain Express meeting this morning. Mountain Express received a 2013 operating grant that was just under \$200,000. The grant was \$80,000 less than the year before the last, but it was up \$20,000 from last year.
- Ridership on Mountain Express is up 2%. There are a few more people riding this year compared to last year.

Owen:

- Attended a new Housing Authority meeting. They went over the new budget, and they entered into a service agreement with the County to handle payroll and bookkeeping items.
- Attended Colorado Housing Now conference. He reported the conference itself was very good, and he made some good connections.
- Owen reported he is excited about the new Executive Director (of the Housing Authority). He has great experience in Sun Valley which matches the situation here.
- Attended a West Elk Loop Scenic Byway Steering Committee meeting. Congress is no longer funding scenic byways. We will not lose the designation, but the funding will not be available. The committee felt ok as there is a lot of infrastructure such as interpretive signs already in place.
- Received a letter from Dan Jones about Karelian Bear Dogs. They are dogs that can be hired to come into Town for a summer season, and they are trained to drive the bears off. Owen said the Council needs to do something soon if the dogs are wanted for next year.

Wirsing:

- Going to attend the Chamber meeting tomorrow.

Schmidt:

- Went to the Housing Authority meeting with Owen. They spent a lot of time on the grants.
- At the fall meeting of Great Outdoors Colorado (GOCO) the Town received the Starburst Award from the Colorado Lottery for the use of lottery money on the Kochevar open space purchase. GOCO was impressed with the trail building on the Kochevar Parcel.

Huckstep:

- CAST Meeting next Oct. 26th. Huckstep is on the Board of Directors.
- There will be a Mayor/Manager meeting on the 24th. Western hosted and gave a tour of their field house that is under construction. Huckstep said it is big and will be very impressive.
- Two weeks ago he was on a site visit with the Forest Service at Deadman's Trail. There will be a decision on the grant in March 2013. With getting contracts for the work, construction will not begin until late 2013.
- Been working with Town Attorney Belkin on review process and documents. On Nov 5th, Council will consider adopting the review policy.
- Mentioned the Candidate Forum this week at Center for the Arts at 6.

OTHER BUSINESS TO COME BEFORE THE COUNCIL

The topic of a pay raise for the Council will be on the agenda for the next meeting.

Schmidt initiated a discussion regarding the crowding at the Nordic Center. He asked if locker rooms on the south side of the ice rink are an idea. He said that if we're trying to diversify our winter business (Nordic skiing and hockey) we don't want to discourage people from coming back. Schmidt said the Town took money from reserves for the Pro Cycle Challenge, we might consider taking money from the reserves to help with the problem this year.

Jones clarified that the Town has upheld any promises to the Nordic Council regarding the rink. He pointed out that it is still 2012, the same year the rink project was completed. The pledge has been to

look into the feasibility of outdoor lockers. Jones acknowledged that there is a need for a band aid, but he felt there are things that are a greater priority on a large scale. In addition, Jones said it would be hard to turn around a successful fund raising effort this close to the winter season. Jones confirmed it is really important that this happens, but now is out of sync with the budget process.

Michel asked Jones if there are drawings for these plans. Jones said there was a volunteer draftsman involved. He can request a draft immediately to get a material list. He said a cost estimate is needed. He gave a ballpark estimate of \$20,000 for materials which includes free labor. He also stressed that the project needs to be professionally planned and not just a drawing to get through BOZAR.

Huckstep said the Town cannot take this project and fund it. He said it would be nice to hear from the Council on if they should consider this in the capital budget. Owen questioned if this item should be in the 2014 budget, and Parker said she does not want to go down that road. Something will fall off, and the department has to figure out what it is.

Huckstep mentioned the topic of signage for trails. He was in Moab, UT and has pictures of good signage from Moab. He said the people of Moab have done a good job signing the trails so you know where you're at and what you're getting yourself into. In discussing the transportation fund, the money for signs in this area could come from that fund.

DISCUSSION OF SCHEDULING FUTURE WORK SESSION MEETING ITEMS

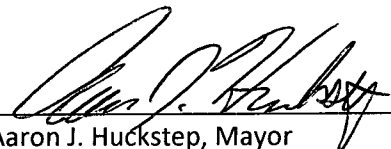
None

COUNCIL MEETING SCHEDULING

There is a budget work session meeting next Monday.

ADJOURNMENT

Mayor Huckstep adjourned the meeting at 9:47PM.



Aaron J. Huckstep, Mayor



Lynelle Stanford, Acting Town Clerk

(SEAL)

